Eileen Stommes
January 15, 2003, 8:45 a.m.; **Welcome and Workshop Introduction**

Workshop Objectives:
What are we looking to accomplish today? What will we walk away with?

We are at the end of a research project, but the beginning of a dialogue: White papers opened research and evaluation issues on evaluation of nutrition education for low-income families.

This workshop continues that discussion—and we'll leave with a workshop proceedings. Joanne is taking notes, and we will provide you with those notes—organized intoan informal workshop proceedings.

Key Issues:
Evaluation and Research—a broad category encompassing:
    Assessing program activities and environmental needs
    Evaluation—what program outcomes are occurring?
    Research to target, innovate, and improve the program

Key Questions:
    Measures—What are or should be the common measures?

    What are the *data sets*? What do they cost?
    Do we rely on our own data collections? Or, are there other datasets we can draw from?

    Is *partnering* an option to gather data? With whom do we partner? Whose interests do we share?

    What is the appropriate *resource level* to be spent on evaluation and research? Given overall funding levels, what might be a reasonable guide?

    Collaboration across states and agencies at the local, state, regional levels—would that help reduce costs and improve quality of data?

    Is it feasible to develop a database for ongoing assessment, research and communication?

    Evaluation Toolkit? Is that a possibility? What type of toolkit should we develop? All-purpose? Use web-based toolkit as a communications medium as well?

    Outreach effectiveness—are we reaching our audience and how well is the message being conveyed? How do we evaluate that outreach? Included are issues of targeting and effective education strategies.

The key focus of the workshop is evaluation to improve program efficiency and effectiveness.

Workshop Output:
What will we get out of this workshop?

1) Proceedings as a record to use in the future
2) Proceedings to feed into summer SNE workshop
3) Information that can be used by CSREES and FNS in program development—research and evaluation a high priority for these agencies at this point. A recent meeting between the two agencies was held to confirm the importance of evaluation—the timing is excellent to move forward with increased emphasis on research, evaluation and feeding it back into program improvements
4) Information and data on FSNEP that can be used by ERS-FANRP in its research and evaluation activities.